

WHY LOOK TO CANADA

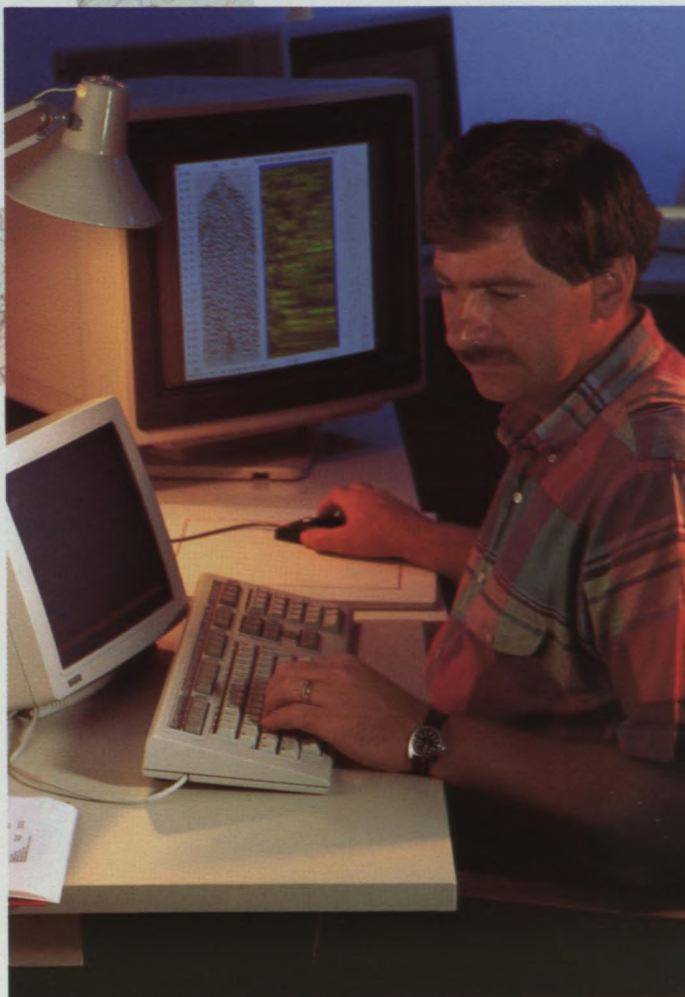
Modern society is facing stresses that were unheard of and unforeseen in centuries past. Rapid population growth, changing climates, the loss of forests, and air and water pollution are all stressing the environment and changing traditional methods of coping with and managing such problems. At the same time, increasing demands are placed on the world to sustain humanity. Agriculture, mining, gas and oil exploration, forestry and urbanization are just some of the activities that an already taxed planet is being asked to support.

The challenge is to reconcile the protection of the environment with the need to use its resources. Already we have the will to manage our resources and our people sensibly for the centuries ahead. What so many of us lack are the tools and the technology to put our will effectively into practice.

The Canadian Experience

Every industrial nation was once a developing nation. For many countries, the process of development took centuries. For Canada, the process took but one. Canada's remarkable shift in so short a time has given it an acute appreciation of the problems faced by emerging countries. Perhaps better than other nations, Canada can understand and help cope with those problems since its own period of development is still recent.

Canada's 10 million km² land mass, the second largest in the world, has a comparatively small population of 26 million people. The country's vast distances embrace mountain ranges and prairie desert, warm fertile coasts and frozen Arctic lands, enormous forests and numberless lakes.



BSR Resource Data offers satellite and airborne image analysis as well as geophysical and seismic processing services.

BSR Resource Data Corporation

Canada's coastline is the longest in the world. It borders the Atlantic, Arctic and Pacific oceans and, including islands, runs for 243 797 km. Canada also has the world's largest fresh-water supply, including its portion of the Great Lakes, hundreds of thousands of inland lakes, and some of the world's mightiest rivers and watersheds.

Canada's own recent development together with the vast geographical challenges it faces have helped this country become a leader in the development and export of geographic information processing technology.

Moreover, Canadians who work with that technology have a special awareness of the needs and concerns not only of other industrial countries but especially of emerging and developing nations.